

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

REMARKS —

7ks

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*2	W-F,M	09/12-09/17	9A-10A	JUDGE MATHIS	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V2 correct programming is 'the doctors'							
*7	W-F,M	09/12-09/17	1P-2P	THE CHEW	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V2 this line is n/a (oversold)							
*8	W-F,M	09/12-09/17	2P-3P	GMA IN THE AFTERNOON	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V2 this line is n/a (oversold)							
*9	W-F,M	09/12-09/17	3P-4P	RICKI LAKE	.30	\$50.00	4	1	4	\$200.00
		Station Remark.	V2 correct programming is 'anderson cooper'							

Rep Order# 9797047 Ver# 2 Status Returned Traffic Order# 1362210

Printed: 08/28/2012 4:10 PM
Last Received: 08/17/2012 1:40 PM
Showing Buylines: Last Sta Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/05/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
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Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*10	W-F,M	09/12-09/17	5P-6P	DOCTORS	.30	\$25.00	4	1	4	\$100.00
				V2-correct programming is 'ricki lake'						
*11	W-F,M	09/12-09/17	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
				V2 this line is n/a (oversold)						
*12	W-F,M	09/12-09/17	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
				V2 ix is n/a (oversold)						
*13	SA	09/15-09/15	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
				V2 this line is n/a (prg chg)						
*15	M	09/17-09/17	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
				V2 this line is n/a (prg chg)						
*16	TU	09/11-09/11	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
				V2 this line is n/a (prg chg)						
*17	TU	09/11-09/11	10P-11P	PRIVATE PRACTICE	.30	\$705.00	1	1	1	\$705.00
				V2 this line is n/a (prg chg)						
*18	TH	09/13-09/13	10P-11P	ROOKIE BLUE	.30	\$785.00	1	1	1	\$785.00
				V2 correct programming is 'scandal'						
*19	SU	09/16-09/16	8P-9P	SECRET MILLIONAIRE	.30	\$785.00	1	1	1	\$785.00
				V2 correct programming is 'revenge'						
*22	W-F,M	09/12-09/17	12A-1A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00
				V2 correct tp is 1202-108m						

---REPORT TOTALS---

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Traffic Order# 1362210

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Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#
Report Totals. 41 / \$5,085.00

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/05/2012 - 09/17/2012
Hiatus Weeks

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--SALES MONTHLY TOTALS--

Sep 12. 65 / \$5,700.00

Sales Totals. 65 / \$5,700.00

Station Totals. 65 / \$5,700.00

Lines not sent/rcld/rtrn. 0 / \$0.00

--COMPETITIVE--

Market Totals \$71,250

CABL 0%
WGHP 28%

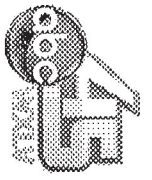
UNKN 0%
WMYV 3%

WBFX 0%
WUPN 0%

WCWG 0%
WXII 31%

WFMY 30%
WXLV 8%

Books null
Demos RA35+



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1362210

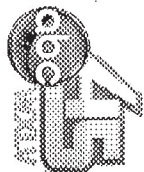
Schedule Dates	09/12/12-09/17/12	Date Entered	08/24/12
Advertiser	Obama for America (30051)	Last Modified	08/27/12
Agency	Greer Margolis Mitchell, Burns & Associates-Washi	Entered By	Lisa Carter
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	OBAMA FOR AMERICA (187386)	Headline #	ECR097/97047
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Bassett, Laura	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	95/101/1536	Commission	\$415.50
Account Types	National/Political Candidate Agency BRD	Net Total	\$2,354.50
Billing Type	Weekly/Irregular	Sales Tax	
Comments	OBAMA FOR AMERICA JONATHAN VITTI SHARE = 8%		

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/12/12-09/14/12	3	:30	7A- ABC-Good Morning America	4			X	X	X			4	\$25.00	\$100.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/24/12
2.0	Normal Line / SPOT (2)	09/12/12-09/17/12	3	:30	9A- The Doctors	1	1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	THE DOCTORS	8/24/12
3.0	Revised Line / SPOT (6)	09/12/12-09/17/12	5	:30	12P- 1P (EST)	1	1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	MILLIONAIRE	8/24/12
3.1	Normal Line / SPOT (6)	09/12/12-09/17/12	3	:30	12P- 1P (EST)	1	1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	MILLIONAIRE	8/27/12
4.0	Normal Line / SPOT (3)	09/15/12-09/15/12	3	:30	8A- ABC-Good Morning American Saturday							1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA WK	8/24/12
5.0	Normal Line / SPOT (4)	09/16/12-09/16/12	3	:30	10:58-40A- ABC-This Week							1		1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/24/12
6.0	Normal Line / SPOT (9)	09/12/12-09/17/12	3	:30	3P- Anderson Cooper	1	1	1	1	1	1			4	\$50.00	\$200.00	Greensboro (WXLV)	ANDERSON	8/24/12
7.0	Normal Line / SPOT (10)	09/12/12-09/17/12	3	:30	5P- Ricki Lake	1	1	1	1	1	1			4	\$25.00	\$100.00	Greensboro (WXLV)	RICKI LAKE	8/24/12
8.0	Normal Line / News (12)	09/12/12-09/17/12	3	:30	6:30P- ABC-World News Monday-Friday	1	1	1	1	1	1			4	\$55.00	\$220.00	Greensboro (WXLV)	ABC WORLD NEWS	8/24/12
9.0	Normal Line / News (14)	09/16/12-09/16/12	3	:30	6:28-45P- ABC-World News Sunday							1		1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/24/12
10.0	Normal Line / Prime (18)	09/13/12-09/13/12	3	:30	10:02P- ABC-Scandal (Thursday)				1					1	\$785.00	\$785.00	Greensboro (WXLV)	SCANDAL	8/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	44	\$2,770.00
Grand Total:	44	\$2,770.00



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1362210

Schedule Dates	09/12/12-09/17/12	Date Entered	08/24/12
Advertiser	Obama for America (30051)	Last Modified	08/27/12
Agency	Greer Margolis Mitchell, Burns & Associates-Washi	Entered By	Lisa Carter
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	OBAMA FOR AMERICA (187386)	Headline #	ECR09797047
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Bassett, Laura	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	95/101/1536	Commission	\$415.50
Account Types	National/Political Candidate Agency BRD	Net Total	\$2,354.50
Billing Type	Weekly/Irregular	Sales Tax	
Comments	OBAMA FOR AMERICA JONATHAN VITTI SHARE = 8%		

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	44	\$2,770.00
Grand Total:	44	\$2,770.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / News (20)	09/12/12-09/17/12	3	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1			2	1	1			5	\$40.00	\$200.00	Greensboro (WXLV)	NEWS14 ABC45	8/24/12
12.0	Normal Line / SPOT (21)	09/12/12-09/17/12	3	:30	11:35P- ABC-Nightline	1			1	1	1			4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	8/24/12
13.0	Normal Line / SPOT (22)	09/12/12-09/17/12	3	:30	12:02:05A- ABC-Jimmy Kimmel Live	1			1	1	1			4	\$5.00	\$20.00	Greensboro (WXLV)	JIMMY KIMMEL	8/24/12
14.0	Normal Line / SPOT (1)	09/17/12-09/17/12	3	:30	7A- ABC-Good Morning America	1								1	\$25.00	\$25.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/24/12
15.0	Normal Line / Prime (19)	09/16/12-09/16/12	3	:30	8P- ABC-Revenge (Sunday)								1	1	\$785.00	\$785.00	Greensboro (WXLV)	REVENGE	8/24/12
16.0	Normal Line / SPOT (5)	09/12/12-09/17/12	3	:30	10:58:25A- ABC-The View	1			1	1	1			1	\$20.00	\$20.00	Greensboro (WXLV)	VIEW	8/24/12
16.0.1	Closed Preempt (5)	09/17/12															Greensboro (WXLV)	Sold Out/Exception - Rate won't clear. matt	
16.0.2	Closed Preempt (5)	09/13/12															Greensboro (WXLV)	Pre-empt/Spot - HRA	
16.0.3	Closed Preempt (5)	09/14/12															Greensboro (WXLV)	Pre-empt/Spot - HRA	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Michael Baur *8/28/12*

Rep Order# 9797047 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 1:37 PM
Last Received: 08/17/2012 11:59 AM
Showing Buylines: All Rep Revised Lines

1 of 4

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
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***** Contract Coversheet *****
V.1 8/17

NEW POLITICAL ORDER. STARTS 9/12. TOTAL \$5700.

9/11 IS BLACKED OUT PLEASE NOTE- NEED MG OFFERS FOR SPOTS
ON LINES 16 & 17. PLS ADVISE. PLS CF- CHRISTINA FOR JON

8/15

12 - 330 P

330 - 7P

8 - 1130 P

2K

1K

2120

2K

800/2K

425/2K

CR'D
8/2/12

Station WXLV-TV GREENSBORO/W.SALEM
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--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	W-F,M	09/12-09/17	7A-9A	GOOD MORNING AMERICA	.30	\$25.00	5	1	5	\$125.00
2	W-F,M	09/12-09/17	9A-10A	JUDGE MATHIS <i>3</i>	.30	\$20.00	4	1	4	\$80.00
3	SA	09/15-09/15	8A-9A	GOOD MORNING AMERICA WK <i>3</i>	.30	\$10.00	1	1	1	\$10.00
4	SU	09/16-09/16	11A-12P	THIS WEEK <i>3</i>	.30	\$25.00	1	1	1	\$25.00
5	W-F,M	09/12-09/17	11A-12P	VIEW <i>3</i>	.30	\$20.00	4	1	4	\$80.00
6	W-F,M	09/12-09/17	12P-1P	MILLIONAIRE <i>5</i>	.30	\$20.00	4	1	4	\$80.00
7	W-F,M	09/12-09/17	1P-2P	THE CHEW <i>3</i>	.30	\$20.00	4	1	4	\$80.00
8	W-F,M	09/12-09/17	2P-3P	GMA IN THE AFTERNOON <i>3</i>	.30	\$20.00	4	1	4	\$80.00
9	W-F,M	09/12-09/17	3P-4P	RICKI LAKE <i>3</i>	.30	\$50.00	4	1	4	\$200.00
10	W-F,M	09/12-09/17	5P-6P	DOCTORS <i>3</i>	.30	\$25.00	4	1	4	\$100.00
11	W-F,M	09/12-09/17	6P-630P	NEWS14 ABC45 <i>3</i>	.30	\$45.00	5	1	5	\$225.00
12	W-F,M	09/12-09/17	630P-7P	ABC WORLD NEWS <i>3</i>	.30	\$55.00	5	1	5	\$275.00
13	SA	09/15-09/15	6P-630P	HOLLYSCOOP <i>3</i>	.30	\$25.00	1	1	1	\$25.00

PC

Rep Order# 9797047 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 1:37 PM
Last Received: 08/17/2012 11:59 AM
Showing Buylines: All Lines

3 of 4

Station WXLV-TV GREENSBORO/W.SALEM
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Flight Dates 09/05/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
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Salesperson () JONATHAN VITTI
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Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	SU	09/16-09/16	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
15	M	09/17-09/17	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
16	TU	09/11-09/11	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
17	TU	09/11-09/11	10P-11P	PRIVATE PRACTICE	.30	\$705.00	1	1	1	\$705.00
18	TH	09/13-09/13	10P-11P	ROOKEE BLDE	.30	\$785.00	1	1	1	\$785.00
19	SU	09/16-09/16	8P-9P	SECRET MILLIONAIRE	.30	\$785.00	1	1	1	\$785.00
20	W-F,M	09/12-09/17	11P-1135P	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
21	W-F,M	09/12-09/17	1135P-1205A	NITELINE	.30	\$15.00	4	1	4	\$60.00
22	W-F,M	09/12-09/17	12A-1A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00

1200-106m

24x5/mt

2930
2870

---REPORT TOTALS---
Report Totals. 65 / \$5,700.00

---SALES MONTHLY TOTALS---

Sep 12. 65 / \$5,700.00

Sales Totals. 65 / \$5,700.00

Station Totals. 65 / \$5,700.00

Lines not sent/rcld/rtrn. 0 / \$0.00

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---COMPETITIVE---

Market Totals \$71,250

CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WEMT	30%
WGHP	28%	WMTV	3%	WUPN	0%	WXII	31%	WXLV	8%

Books null
Demos RA35+